Mutliple-Choice Question Type

<question type="mc">
1. In creating a revised business message white space can be important. What is meant by the term white space?

a. material that the reader already knows, and so does only has to scan, unnecessary material.
b. the spaces between the lines (single spaced, double-spaced, and so on), and double-spacing between paragraphs.
c. graphics of any kind, whether they are actually white or not.
d. any portion of the page on which there is no print of any color, blank areas including margins.

Analysis**:**
a. Incorrect. The term "white space" refers to any part of the page on which there is no print (text, graphics, etc.). White space helps make the printed material much more inviting to the eye, less intimidating.
b. Incorrect. The term "white space" refers to any part of the page on which there is no print (text, graphics, etc.). White space helps make the printed material much more inviting to the eye, less intimidating.
c. Incorrect. The term "white space" refers to any part of the page on which there is no print (text, graphics, etc.). White space helps make the printed material much more inviting to the eye, less intimidating.
d. Correct. The term "white space" refers to any part of the page on which there is no print (text, graphics, etc.). White space helps make the printed material much more inviting to the eye, less intimidating.

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Level of difficulty: Medium
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<question type="mc">
2. In terms of readability of a revised business message, which of the following is the optimal length of a sentence?

a. roughly 12 words or less.
b. roughly 20 words or less.

c. roughly 28 words or less.

d. any length, it makes no difference as long as the sentence is well-constructed.

Analysis**:**

a. Incorrect. The optimal length for a sentence in a business message is 20 words or fewer.

b. Correct. The optimal length for a sentence in a business message is 20 words or fewer.

c. Incorrect. The optimal length for a sentence in a business message is 20 words or fewer.

d. Incorrect. The optimal length for a sentence in a business message is 20 words or fewer.

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3. In terms of readability of a revised business message, which of the following is the optimal size of a paragraph?

a. roughly 16 printed lines.

b. roughly 12 printed lines.

c. roughly 8 printed lines.

d. roughly 4 printed lines.

Analysis**:**

a. Incorrect. The optimal length for a paragraph in a business message is roughly 8 printed lines.

b. Incorrect. The optimal length for a paragraph in a business message is roughly 8 printed lines.

c. Correct. The optimal length for a paragraph in a business message is roughly 8 printed lines.

d. Incorrect. The optimal length for a paragraph in a business message is roughly 8 printed lines.

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<question type="mc">

4. What is the standard side margin in a business document?

a. 1"

b. 1.5"

c. 1"-1.5"

d. there is no standard, it is up to the writer.

Analysis**:**

a. Incorrect. Standard side margins in a business document are anywhere between 1" and 1.5".

b. Incorrect. Standard side margins in a business document are anywhere between 1" and 1.5".

c. Correct. Standard side margins in a business document are anywhere between 1" and 1.5".

d. Incorrect. Standard side margins in a business document are anywhere between 1" and 1.5".

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<question type="mc">
5. Which of the following is an example are among the most commonly used typefaces for a business message?

a. Century, Palatino, or Times New Roman
b. boldface, italics, or small caps
c. Brush script, Comic Sans, or Tahoma
d. Calabri italics, Georgia bold, or Jokerman underlined.

Analysis:
a. Correct. The word typeface refers to the style of type or print used. The traditional serif typefaces are the most commonly used in business; they include Century, Garamond, Georgia, Goudy, Palatino, and Times Ne Roman. Also acceptable are the sans serif family of typefaces which include: Arial, Calibri, Helvetica, Tahoma, Univers, and Veranda.
b. Incorrect. The word typeface refers to the style of type or print used. The traditional serif typefaces are the most commonly used in business; they include Century, Garamond, Georgia, Goudy, Palatino, and Times Ne Roman. Also acceptable are the sans serif family of typefaces which include: Arial, Calibri, Helvetica, Tahoma, Univers, and Veranda.
c. Incorrect. The word typeface refers to the style of type or print used. The traditional serif typefaces are the most commonly used in business; they include Century, Garamond, Georgia, Goudy, Palatino, and Times Ne Roman. Also acceptable are the sans serif family of typefaces which include: Arial, Calibri, Helvetica, Tahoma, Univers, and Veranda.
d. Incorrect. The word typeface refers to the style of type or print used. The traditional serif typefaces are the most commonly used in business; they include Century, Garamond, Georgia, Goudy, Palatino, and Times Ne Roman. Also acceptable are the sans serif family of typefaces which include: Arial, Calibri, Helvetica, Tahoma, Univers, and Veranda.

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<question type="mc">

6. Which of the following is an example are among the most commonly used fonts for a business message?

a. Century, Palatino, or Times New Roman
b. boldface, italics, or small caps
c. Brush script, Comic Sans, or Tahoma
d. Calabri italics, Georgia bold, or Jokerman underlined.

Analysis:
a. Incorrect. The word font refers to different styles within a typeface. This would include: Capitals, Small caps, Boldface, Italics, and Underlining.
b. Correct. The word font refers to different styles within a typeface. This would include: Capitals, Small caps, Boldface, Italics, and Underlining.
c. Incorrect. The word font refers to different styles within a typeface. This would include: Capitals, Small caps, Boldface, Italics, and Underlining.
d. Incorrect. The word font refers to different styles within a typeface. This would include: Capitals, Small caps, Boldface, Italics, and Underlining.

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<question type="mc">
7.

a.
b.
c.
d.

Analysis:
a. Correct/Incorrect
b. Correct/Incorrect.
c. Correct/Incorrect.
d. Correct/Incorrect.

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8. In revising a business message it is likely that you will want to both decrease the number of words you use and present the material in a way that provides greater readability. Which of the following you techniques will allow you to successfully accomplish these two goals simultaneously.

a. eliminate all adjectives, they are merely descriptive.
b. rewrite your full sentences as clauses.
c. remove everything that is a detail and include it in a footnote or an appendix.
d. turn full paragraphs into bullet or numbered lists.

Analysis**:**
a. Incorrect. Bullet list a series of items with a small do denoting each new item. Numbered lists are similar, but instead of the bullet they are sequentially numbered. These lists allow you to break up large chunky paragraphs and to write in a style that does not require full sentences.
b. Incorrect. Bullet list a series of items with a small do denoting each new item. Numbered lists are similar, but instead of the bullet they are sequentially numbered. These lists allow you to break up large chunky paragraphs and to write in a style that does not require full sentences.
c. Incorrect. Bullet list a series of items with a small do denoting each new item. Numbered lists are similar, but instead of the bullet they are sequentially numbered. These lists allow you to break up large chunky paragraphs and to write in a style that does not require full sentences.
d. Correct. Bullet list a series of items with a small do denoting each new item. Numbered lists are similar, but instead of the bullet they are sequentially numbered. These lists allow you to break up large chunky paragraphs and to write in a style that does not require full sentences.

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9 Which of the following is a device used to achieve the same effect as a bullet-point or numbered list?

a. subjective writing.
b. parallel writing.
c. subjunctive writing.
d. reflexive writing.

Analysis**:**
a. Incorrect. When writing in parallel, all lines are written consistently; for instance they may all begin with the same word, or each start with a verb.
b. Correct. When writing in parallel, all lines are written consistently; for instance they may all begin with the same word, or each start with a verb.
c. Incorrect. When writing in parallel, all lines are written consistently; for instance they may all begin with the same word, or each start with a verb.

d. Incorrect. When writing in parallel, all lines are written consistently; for instance they may all begin with the same word, or each start with a verb.

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<question type="mc">
10. Which of the following is NOT an advantage of including headings in your business messages?

a. the eradicate the need for an outline.
b. they highlight information.
c. they improve readability.
d. they allow you the opportunity to groups similar material together.

Analysis**:**
a. Correct. Headings can be very useful in business writing; they do not, however, eradicate the need for you to write an outline. They may follow much of the outline you began with, but they do not replace it.
b. Incorrect.   Headings can be very useful in business writing; they do not, however, eradicate the need for you to write an outline. They may follow much of the outline you began with, but they do not replace it.
c. Incorrect.   Headings can be very useful in business writing; they do not, however, eradicate the need for you to write an outline. They may follow much of the outline you began with, but they do not replace it
d. Incorrect.   Headings can be very useful in business writing; they do not, however, eradicate the need for you to write an outline. They may follow much of the outline you began with, but they do not replace it

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